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ABSTRACT

To determine whether differing attitudes toward, and the utilization of, the daily newspaper are related to the variable of age, 481 persons responded to a questionnaire designed to measure their attitudes and opinions about mass media in general and their evaluations of newspaper content in particular. The findings revealed the following patterns: those respondents in the 19- to 24-year-old group found television news and entertainment less biased and more interesting than that of the newspaper, but used the newspaper as an advertising source; those in the 25- to 34-year-old group tended to follow the evaluations of the younger group with the exception that they turned to the newspaper as a source of consumer education and daily living information; the 35- to 44-year-old group placed greater value on the advertising content of the newspaper than did the younger groups and was less critical of its news coverage; and the three older groups (45 to 54, 55 to 64, 65 and older) appeared to be increasingly less critical than the younger groups of newspaper coverage, and showed less interest in consumer information than in local and national stories and church news. (Fifteen tables are appended.) (MAI)

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A MARKET SEGMENTATION APPROACH TO THE STUDY OF THE DAILY NEWSPAPER AUDIENCE

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A MARKET SEGMENTATION APPROACH TO THE STUDY OF THE DAILY NEWSPAPER AUDIENCE

INTRODUCTION

While a survey of the literature reveals a great number of studies devoted to the analysis of the newspaper audience, it also reveals an overwhelming tendency to view this audience as a monolithic "mass," and to treat it as such when discussing its wants needs and desires. Studies such as those conducted by the ANPA and reported in its publication News Research for Better Newspapers[1], and those reported by Journalism Quarterly, such as Rarick's study of the "Differences Between Daily Newspaper Subscribers and Non-Subscribers,"[2] and Westley and Severin's study dealing with the "Profile of the Daily Newspaper Non-Reader,"[3] tend to provide a better understanding of the newspaper audience in general. However, they do not provide the type of insights which are needed in making media buying decisions, or in making constructive media management decisions.

While the other media have been attempting to provide the advertiser with more and more specific data concerning the size and composition of their audiences by breaking down the audience into both demographic and psychographic segments, the daily newspaper has tended to ignore such distinctions and to continue to report audience information only in terms of circulation. The president of the Television Bureau of Advertising was quoted recently as saying, "Television is very research minded. Newspapers, since their

inception, have been selling on circulation alone and they don't like to change. We are delighted they are doing this."[4] Part of the reason for this tendency may have been due to the firmly held belief that the daily newspaper had been, and would continue to be, the principle recipient of the largest proportion of the advertising dollars expended for media time and space.

Recently this belief has been shaken somewhat by evidence of changes in the traditional position of the daily newspaper vis-a-vis its audience. While circulation continues to climb in most communities, new evidence indicates that newspaper penetration into these communities has, in fact, been declining. This evidence has led media managers in many of the major metropolitan areas to begin to seek more information about their audience--and potential audience--and to begin to demand research which will provide them with better insights into the wants, needs and desires of these potential audience members.

The data on which this report is based has been gathered under the sponsorship of the News Research Center of the American Newspaper Publishers Association through a $5000 grant. While the study covered a much broader range of questions concerning the audience of the daily newspaper, this report will deal with information relating to market segmentation of that audience based on relevant age groups. While this by no means exhausts the possibilities for meaningful analysis of this data, it should provide valuable insights into the significant differences between age groups and thus provide information of value to the advertiser and the media manager alike.

For additional information regarding the audience of the daily newspaper, as revealed from further analysis of this data, see the report published by the ANPA Research Center entitled "The 21-34 Year Old Market

and The Daily Newspaper,"[5] and subsequent reports to be published as analysis of these data continues.

THE PROBLEM

The study was designed to determine whether differences in attitude toward, and utilization of, the daily newspaper could be discovered within a random sample of individuals selected from a major southwestern metro area, using age as the criterion variable.

Age was selected as the criterion variable in this first analysis of the data because of the growing emphasis once again being placed on age as an important variable in audience segmentation. Studies such as the Yankelovich, Skelly and White study of "Young People and the Newspaper: An Exploratory Study,"[6] and the study recently completed for the ANPA[7] both have called attention to one age group within this larger market.

While comparisons such as these are important to a better understanding of this single segment, more information is needed which will enable the media manager and the advertiser to compare similarities and differences between age groups to see if trends in perception and utilization of the mass media can be detected.

THE METHODOLOGY

The first step taken in the development of this study was to conduct a series of focus group interviews with a purposively selected sample of individuals from the metro area in which this study was to be conducted. These individuals were selected so as to provide respondents from the major segments of the population, representing as many different demographic and psychographic characteristics as possible. A total of 15 individuals participated in these interviews; seven males and eight females. The interviews were conducted in

in two separate sessions and were held in the facilities of an independent research firm. Both sessions were recorded on video and audio tape for later analysis.

During the two, two-and-one-half hour sessions, the moderator elicited information from the subjects concerning their attitudes toward and use of the major media of mass communication--newspapers, radio, television and magazines. At no time were the subjects alerted to the fact that the primary thrust of the interview was to gain inshghts into their attitudes toward newspapers specifically.

Based on the information gained from analysis of these in-depth interviews, a structured questionnaire was developed. This questionnaire was designed to gain maximum information about attitudes toward, and stated use of, the major mass media--especially newspapers. After extensive pretesting and revision, the questionnaire was administered to 500 subjects randomly selected from the population of a major southwestern metropolitan area.

This second phase of the study was conducted by an independent research firm. Subjects were personally interviewed by trained, paid interviewers. The questionnaire was administered as part of a larger study being conducted regarding consumer behavior and media usage.

Of the 500 individuals interviewed during the summer and fall of 1976, 481 usable questionnaires were returned. Initial analysis of the data revealed the following breakdown of the sample based on age:

Table 1 About Here

For the purpose of this study, two broad categories of questions were included in the questionnaire: (1) media perception questions designed to

determine the opinions and attitudes held by respondents toward the mass media, and (2) newspaper content questions designed to determine what respondents look for in the newspaper.

FINDINGS

When asked to rank 24 statements relating to their percetpion of the performance of the mass media, the subjects in this study revealed the following patterns based on age. Table 2 shows the ranking received by each of the statements across each of six age categories.

Table 2 About Here

19-24 Year Olds

Table 3 shows the statements which ranked highest and lowest from amoung the 24 perception statements for subjects in the 19-24 year old age group.

Table 3 About Here

This group tends to turn to television for both its news and entertainment. They generally like what they see on television and are not concerned that television news is too "brief and sketchy." On the other hand, while they feel that the newspaper does a good job of covering the news they are interested in, they also suspect that the newspaper tends to "cover up" stories which they feel should be reported; that they are "slanted and do not present both sides of controversial issues," and that the are "controlled" by local advertisers. While they feel they are "getting their money's worth" from the newspaper, they are not willing to pay more for it.

Perhaps the two most revealing statements are those which deal with the advertising content of newspapers and television. This group strongly disagrees

with the idea that "advertising in the local newspaper is of little value and irritating," but they also strongly disagree with the statement that "if tv stations would cut out all advertising I would find them less useful." This, and information to be discussed later, tends to indicate a strong reliance on the part of this age group on the newspaper as a source of shopping information.

25-34 Year Olds

Table 4 shows the statements which ranked highest and lowest for individuals between the ages of 25-34 years.

Table 4 About Here

While this group also turns to television for its news and entertainment it is not as strongly dependent upon television as its source of information. However, this group seems to be much more concerned with the perceived short comings of the newspaper than does the younger group. They, for example, are more concerned over "slanted" news and "cover ups" by the newspaper, and are less apt to look at only the comics and feature stories in the paper.

Again it is the advertising related statements whichseem to be the most revealing for this age group. They tend to perceive newspaper advertising as more useful than television advertising. For example, they strongly agree with the statement "if newspapers would cut out all advertising I would find them less useful," while strongly disagreeing with a similar statement about television advertising. They also disagreed strongly with the statement "I find advertising in the newspaper to be of little value and irritating."

35-44 Year Olds

The statements with which this age group most strongly agreed and disagreed are shown in Table 5.

Table 5 About Here

Of all of the age groups studied, this one is by far the most concerned with the advertising content of the media. For example, they strongly agree that "if newspapers would cut out all advertising I would find them less useful," and just as strongly disagree with the statement "I find advertising in the newspaper to be of little value and irritating." Finally they strongly agree with the statement "I find advertising on television to be of little value and irritating."

While this group leans more toward the newspaper for both news and for advertising, it is still concerned with the perceived problems of newspaper coverage. They agree that the newspaper does a good job of covering news in which they are interested, but also agree that they feel the newspaper is "slanted" in covering controversial issues.

45-54, 55-64 and Over 65 Age Groups

The remaining three age groups hold very similar views regarding the performance of the media. In general they are much more satisffed with the performance of the newspaper and much less dependent upon television for their news than the younger age groups. Statements with which these individuals most strongly agreed and disagreed are shown in Tables 6, 7, and 8.

Tables 6,7, and 8 Here

All three of these groups feel that "the newspaper I read does a good job of covering news that I am interested in," and that "newspapers adequately serve the needs of the various minorities in this community." They are still concerned over "slanted" news in their newspaper and over the amount of

"local advertiser control," which they perceive to exist.

These three groups also are less concerned with the advertising content of the newspaper and of television than are the younger groups. But they all agree that newspaper advertising is not irritating or of little value to them.

Media Content

When the subjects in this study were asked to rank 34 statements regarding the type of content they would most like to see in their daily newspaper the following age related profiles resulted. Table 9 shows the ranking for each statement across the six age groups.

Table 6 About Here

19-24 Year Olds

The youngest age group in the study was strongly in favor of more news and advertising with an entertainment orientation as can be seen from Table 10.

Table 10 About Here

This group wants ads and stories about products and events of interest to them; entertainment advertising such as movies, plays, etc., and movie reviews and schedules. They also seek out the entertaining feature stories in the newspaper and the "how-to-do-it articles."

This group is least interested in stories about spectator sports, hunting and fishing, club news and "society" news.

25-34 Year Olds

As can be seen in Table 11, this age group has a different set of priorities and interests when they turn to the daily newspaper.

Table 11 About Here

These individuals are much more interested in information which will help them shop wisely and make the best possible use of the time and money at their disposal. They are concerned about schools and look for stories about national events in the newspaper with much more interest than the younger individuals.

They are least interested in stories about clubs and organizations, "society" news, stories about hunting and fishing and about spectator sports. Nor are they too concerned about automotive or furniture and appliance advertising.

35-44 Year Olds

This age group is very similar to the 25-34 year olds in the type of content they seek in the daily newspaper, as indicated in Table 12.

Table 12 About Here

They also want information which will help them in their day-to-day living. Consumer information, ads about products and events of special interest to them, stories about schools and education and stories about both national and local events are high on their list.

They are least interested in "society" news, stories about alternative lifestyles and stories about clubs and organizations. Nor are they very interested in grocery ads, clothing articles and ads for automobiles.

45-54 Year Olds

The 45-54 year olds also tend to seek out the same type of information as do the two age groups discussed previously, as indicated in Table 13.

Table 13 About Here

The only differences in their content preference is the desire for a greater emphasis on gardening information and recipes and cooking hints, and a desire for more editorials in the local newspaper. They are less interested in political news, comics and crime news, than the younger groups.

55-64 Year Olds

Table 14 indicates more similarities than differences between this age group and the preceding three age groups.

Table 14 About Here

One major difference in the type of content of greatest interset to this group is the emphasis on local events over all other types of stories. This group is also more apt to seek out information about churches and religion than the younger age groups.

They are least interested in stories about alternative lifestyles, "society" news and stories about clubs and organizations. In general, however, they are very similar to the three preceding groups.

Over 65 Year Olds

Of all the age groups included in this study the very young and the very old have the most divergent tastes as far as newspaper content is concerned, as indicated in Table 15.

Table 15 About Here

This age group looks for local and national news stories first and then

for stories about churches and religion, and schools and education. They are much less interested in consumer information than any of the other age groups and are more interested in gardening information, recipes and cooking hints, advice columns and letters to the editor.

SUMMARY AND CONCLUSIONS

In attempting to determine whether age can be useful as a means of discovering differences between various subsegments of the newspaper audience, several important findings have surfaced.

First it becomes more evident that the younger individuals (especially those between 19-24 years of age) have considerably different attitudes toward newspapers than do the older individuals in this study. These young consumers tend to turn more to television for both their information and entertainment. They also tend to be suspicous of newspapers because of perceived bias in the treatment of the news content and the perceived tendency to "cover up" stories which they feel should be reported.

The one reason why the members of this age group use the newspaper is for the advertising content. They feel newspaper advertising is useful and not nearly as irritating as television advertising. They say they would find the newspaper less useful if the advertisements were left out--but the same is not true for television as far as they are concerned.

The type of content this group is most interested in seeing in the daily newspaper is predominantly entertainment-oriented news and advertising. They look for ads about products of interest to them; entertainment advertising for movies and plays; movie reviews and schedules and stories about local events. They are also very interested in information which will help them cope with the problems of daily living such as how-to-do-it articles; consumer

inforamtion dealing with how toshop for the best buys; and detailed background stories on complex events.

In comparison, the older age groups tend to have a much more positive attitude toward the newspaper and to turn to it for more and more of their information as we move from younger to older groups. Members of the 25-34 year old group still tend to turn to television for their entertainment and information, but not as completely as the younger individuals. This age group also harbors many of the same doubts about the "objectivity" of the newspaper as does the younger group. They feel that it is biased; slanted; and tends to cover up stories which should be printed. They, however, like the younger individuals, feel that the newspaper is the best source of consumer information in both its news and advertising content. They find newspaper advertising helpful and would find the newspaper much less useful if it left out all advertising content.

They type of content most preferred by this age group concentrates heavily on information which will help them solve their problems of daily living. They want more consumer information; how-to-do-it articles; gardening information and stories about schools and education; local and national events, and detailed background information on complex issues.

In moving from the 25-34 year olds to the 35-44 year olds, it becomes evident that while the two groups are very similar in their attitudes toward the newspaper, the advertising content becomes even more important for the older group. They are much more in search of advertising content in the newspaper, and much less tolerant of television advertising. They are also less critical of the performance of the local newspaper. They feel it may be slanted, but in general hold that it does a good job of covering the news they are interested in, and in serving the needs of the minorities in their

community.

The 45-54 year old group is less dependent on the advertising content of the newspaper and is also much less critical of its performance than any of the younger age groups. They are concerned about the bias and slanted treatment of controversial issues, but feel that the newspaper is still doing a good job of covering the news they want to read. The same is true of the 55-64 year olds.

Of all of the age groups those over 65 are the least critical of the newspaper. They are apparently satisfied with the way it handles the news, and while they feel the local advertiser may have too much say in what goes into the paper this does not prevent them from accepting it as a reliable source of information.

When it comes to newspaper content the older age groups are least interested in consumer information. Over 55, interest in consumer information begins to lag behind interest in content such as local stories; national stories; church and religious news and the like.

What does all of this mean to the advertiser or to the media manager? To the advertiser it should indicate that if he is still viewing the newspaper through the traditional "monolithic" perspective, he may need to take a fresh look at the newspaper and the audience it is reaching. He may also wish to consider the amount and type of information about audience size and composition they daily newspaper provides for him and determine whether or not it is sufficiently useful in evaluating the place of the daily newspaper in his media schedule. He may also wish to use this evaluation as the basis for specific suggestions to the newspaper for additions to their information base.

To the media manager this may mean that it is time to take a long, hard look at the content and format of the newspaper product and attempt to determine

how he can do a better job of appealing to the various segments of his market. A review of both editorial and advertising content, as well as the overall format of the newspaper may be needed in order to find ways to make it more attractive to each of the various segments.

The media manager may also want to give consideration to a better means of promoting his newspaper product to the various segments of his audience. It may be necessary for him to call the attention of each specific segment to the amount and type of information he provides through his newspaper which fulfills their specific wants, needs and desires. This may mean, for example, that in order to counter some of the skepticism found in the young adults in his potential audience the media manager may have to go outside his own medium in order to present his case.

While it is possible to generalize some of the findings from this study to all newspapers, there is a danger of overdoing it. Each newspaper market will undoubtedly present its own specific problems which the media manager in that market must be aware of, and must be able to consider when attempting to improve the attractiveness of his newspaper product.

If the newspaper is to truly become a more essential medium for each segment of the total market then there is a definite need for a program of on-going research in every market--research designed to identify all of the various market segments and to pinpoint the wants, needs and desires of each of these segments.

FOOTNOTES

1. News Research for Better Newspapers, Vol. I-VII, American Newspaper Publishers Association, 1966-1975.

2. Rarick, Galen R., "Differences Between Daily Newspaper Subscribers and Non-Subscribers," Journalism Quarterly, Vol. 50, No. 2, Summer 1973, pp. 265-70.

3. Westley, Bruce H., and Werner J. Severin, "A Profile of the Daily Newspaper Non-Reader," Journalism Quarterly, Vol. 41, No. 1, Spring 1964, pp. 45-50.

4. Staff Writer, "TvB's Roger Rice Cites Key Newspaper Weakness," Editor & Publisher, May 1, 1976, pp. 30-33.

5. Larkin, Ernest F., and Gerald L. Grotta, "The 21-34 Year Old Market and The Daily Newspaper," American Newspaper Publishers Association Research Report, publication pending.

6. Yankelovich, Skelly and White, Young People and Newspapers: An Exploratory Study, prepared for Harte-Hanks Newspapers, Inc., May 1976.

7. Larkin & Grotta, op cit.

Table 1 -- Frequency of Age in Sample

Age Group	Male		Female		Total
	no.	%	no.	%	
19-24	18	27.9	43	70.5	61
25-34	35	28.2	89	71.8	124
35-44	30	42.3	41	57.7	71
45-54	19	29.2	46	70.8	65
55-64	38	44.2	48	55.8	86
65+	26	35.1	48	64.9	74
TOTALS	166	34.5	315	65.5	481

Table 2 -- Ranking of Media Perception Statements by Age Groups

Statement	19-24	25-34	35-44	45-54	55-65	65+
1. I think the newspaper I read does a good job of covering news that I am interested in	2	4	3	1	1	1
2. I think newspapers are slanted and do not present both sides of controversial issues.	6	1	4	3	8	8
3. Newspapers often "cover up" stories which I believe should be reported.	8	2	12	2	2	6
4. If newspapers would cut out all advertising I would find them less useful.	9	3	1	7	3	12
5. I think newspapers adequately serve the needs of the various minorities in this community.	10	9	6	5	4	2
6. I think news magazines are too opinionated	12	5	5	6	6	4
7. Television often "covers up" stories which I believe should be reported.	7	7	10	12	5	11
8. I find advertising on television of little value and irritating.	14	11	2	9	11	7
9. Local advertisers have a great deal of control over what is, and what is not, reported in newspapers.	5	10	16	12	5	5
10. Local advertisers have a great deal of control over what is, and what is not, reported on television news.	11	12	17	4	10	3
11. I would rather watch an entertaining program on television than a news show	1	6	7	10	15	21
12. I generally like what I see on tv.	3	8	13	16	12	13
13. I read magazines more for pleasure than for information.	4	13	11	17	16	9
14. I tend to agree with the editorial views in the newspaper I read.	19	18	8	11	9	15
15. I think the owners of television stations are just interested in making money and don't really care about the people.	13	14	9	14	18	17

table 2 -- continued

Statement	19-24	25-34	35-44	45-54	55-64	65+
16. The newspaper I read tends to be more liberal than my own political views.	16	17	14	15	13	16
17. I think newspapers leave out too much detail in their stories. . .	17	16	18	13	19	18
18. If tv stations would cut out all advertising I would find them less useful.	24	19	15	18	14	14
19. I don't think I get my money's worth from the newspaper I read. . .	22	21	20	20	23	10
20. I think the people who run the daily newspaper are out of touch with the people of this community. .	18	15	22	19	21	23
21. I think television news is too brief and sketchy.	21	20	19	22	17	22
22. I would be willing to pay more for newspapers if they had more items that interested me.	20	23	21	23	22	19
23. I prefer the comics and feature stories in the newspaper to the regular news items.	15	22	23	24	24	24
24. I find advertising in the newspaper to be of little value and irritating.	23	24	24	21	20	20

Table 3 -- Media Perception Statements Ranking High and Low with 19-24 Year Olds

Statement	Rank
I would rather watch an entertaining program on television than a news program.	1
I think the newspaper I read does a good job of covering news that I am interested in.	2
I generally like what I see on television.	3
I read magazines more for pleasure than for information.	4
Local advertisers have a great deal of control over what is, and what is not, reported in the newspaper	5
I think the newspapers are slanted and do not present both sides of controversial issues.	6
I think the people who run the daily newspaper are out of touch with the people of this community.	18
I tend to agree with the editorial content of the newspaper I read.	19
I would be willing to pay more for newspapers if they had more items that interested me.	20
I think television news is too brief and sketchy.	21
I don't think I get my money's worth from the newspaper I read.	22
I find advertising in the newspaper to be of little value and irritating.	23
If tv stations would cut out all advertising I would find them less useful.	24

Table 4 -- Media Perception Statements Ranking High and Low with 25-34 Year Olds

Statement	Rank
I think newspapers are slanted and do not present both sides of controversial issues.	1
Newspapers often "cover up" stories which I believe should be reported.	2
If newspapers would cut out all advertising I would find them less useful.	3
I think the newspaper I read does a good job of covering news that I am interested in.	4
I think news magazines are too opinionated.	5
I would rather watch an entertaining program on television than a news program.	6
If tv stations would cut out all advertising I would find them less useful.	19
I think television news is too brief and sketchy.	20
I don't think I get my money's worth from the newspaper I read.	21
I prefer the comics and feature stories in the newspaper to the regular news items.	22
I would be willing to pay more for newspapers if they had more items that interested me.	23
I find advertising in the newspaper of little value and irritating.	24

Table 5 -- Media Perception Statements Ranking High and Low with 35-44 Year Olds

STATEMENT	Rank
If newspapers would cut out all advertising I would find them less useful.	1
I find advertising on television to be of little value and irritating.	2
I think the newspaper I read does a good job of covering the news that I am interested in.	3
I think newspapers are slanted and do not present both sides of controversial issues.	4
I think news magazines are too opinionated	5
I think newspapers adequately serve the needs of the various minorities in this community.	6
I think television news is too brief and sketchy.	19
I don't think I get my money's worth from the newspaper I read.	20
I would be willing to pay more for newspapers if they had more items that interested me.	21
I think the people who run the daily newspaper are out of touch with the people of this community.	22
I prefer the comics and feature stories in the newspaper to the regular news stories.	23
I find advertising in the newspaper to be of little value and irritating.	24

Table 6 -- Media Perception Statements Ranking High and Low with 45-54 Year Olds

Statement	Rank
I think the newspaper I read does a good job of covering the news that I am interested in.	1
Newspapers often "cover up" stories which I believe should be reported.	2
I think newspapers are slanted and do not present both sides of controversial issues.	3
Local advertisers have a great deal of control over what is, and what is not, reported on television news.	4
I think newspapers adequately serve the needs of the various minorities in this community.	5
I think news magazines are too opinionated.	6
I think the people who run the daily newspaper are out of touch with the people of this community.	19
I don't think I get my money's worth from the newspaper I read.	20
I find advertising in the newspaper to be of little value and irritating.	21
I think television news is too brief and sketchy.	22
I would be willing to pay more for newspapers if they had more items that interested me.	23
I prefer the comics and feature stories in the newspaper to the regular news stories.	24

Table 7 -- Media Perception Statements Ranking High and Low with 55-64 Year Olds

Statement	Rank
I think the newspaper I read does a good job of covering the news that I am interested in.	1
Newspapers often "cover up" stories which I believe should be reported.	2
If newspapers would cut out all advertising I would find them less useful.	3
I think newspapers adequately serve the needs of the various minorities in this community.	4
Televison often "covers up" stories which I believe should be reported.	5
I think news magazines are too opinionated.	6
I think newspapers leave out too much detail in their stories.	19
I find advertising in the newspaper to be of little value and irritating.	20
I think the people who run the daily newspaper are out of touch with the people of this community.	21
I would be willing to pay more for newspapers if they had more items that interested me.	22
I don't think I get my money's worth from the newspaper I read.	23
I prefer the comics and feature stories in the newspaper to the regular news items.	24

Table 8 -- Media Perception Statements Ranking High and Low with 65+ Year Olds

Statement	Rank
I think the newspaper I read does a good job of covering the news that I am interested in.	1
I think newspapers adequately serve the needs of the various minorities in this community.	2
Local advertisers have a great deal of control over what is, and what is not, reported on television news.	3
I think news magazines are too opinionated.	4
Local advertisers have a great deal of control over what is, and what is not, reported in the newspaper.	5
Newspapers often "cover up" stories which I believe should be reported.	6
I would be willing to pay more for newspapers if they had more items that interested me.	19
I find advertising in the newspaper to be of little value and irritating.	20
I would rather watch an entertaining program on television than a news program.	21
I think television news is too brief and sketchy.	22
I don't think I get my money's worth from the newspaper I read.	23
I prefer the comics and feature stories in the newspaper to the regular news stories.	24

Table 9 -- Rank of Media Content Statements by Age Groups

Statement	19-24	25-34	35-44	45-54	55-64	65+
1. Consumer information (how to shop). . . .	3	1	1	1	2	5
2. Stories about local events.	5	9	2	3	1	1
3. Advertisements about products or events of special interest to me.	1	4	3	8	5	6
4. Stories about national events.	12	5	6	2	3	2
5. Stories about schools and education. . . .	11	3	5	4	4	4
6. How-to-do-it articles.	7	2	7	7	6	14
7. Detailed background information on complex events.	8	7	4	5	9	11
8. Gardening informtion.	15	10	9	6	8	7
9. Recipes and cooking hints.	10	13	10	9	10	8
10. Entertaining "feature" stories.	6	6	8	13	12	15
11. Photographs.	9	8	11	11	18	19
12. Stories about churches and religion. . . .	28	18	13	12	7	3
13. Letters to the editor from readers.	21	14	12	14	11	9
14. Entertainment advertising (movies, etc). . .	2	11	20	18	20	22
15. Clothing advertising.	13	16	18	17	15	16
16. Restaurant guides.	14	15	14	15	21	20
17. Editorials.	26	24	17	10	14	12
18. Stories about camping, picnicking, etc. . .	19	19	16	20	13	25
19. Advice columns (Ann Landers, etc.).	27	26	24	16	16	10
20. Grocery advertising.	16	17	28	19	22	13
21. Stories about clothing and fashions. . . .	17	20	29	21	19	17
22. Political news.	20	23	15	25	22	18
23. Movie reviews and schedules.	4	12	27	27	30	32
24. Stories about spectator sports.	33	30	19	22	17	21
25. Classified advertising.	23	21	21	24	26	30
26. Comics (funny papers).	22	27	22	28	25	23
27. Stories about participant sports (golf,etc).	25	29	23	23	27	28
28. Crime news.	18	22	31	31	31	26
29. Furniture and appliance advertising. . . .	24	28	26	29	29	24
30. Stories about hunting and fishing.	32	32	25	26	24	29
31. Automobile advertising.	29	31	30	30	28	27
32. Engagements, weddings and "society" news. .	30	33	34	32	33	31
33. Stories about alternative life styles. . . .	34	25	33	34	34	34
34. Stories about clubs and organizations. . . .	31	34	32	33	32	33

Table 10 -- Media Content Statemnts Ranking High and Low with 19-24 Year Olds

Statement	Rank
Advertisements about products or events of special interest to me.	1
Entertainment Advertising (movies,etc.).	2
Consumer information (how to shop).	3
Movie reviews and schedules.	4
Stories about local events.	5
Entertaining feature stories.	6
How-to-do-it articles.	7
Detailed background information on complex events.	8
Photographs.	9
Recipes and cooking hints.	10
Stories about participant sports (golf, etc.).	25
Editorials	26
Advice columns (Dear Abby, etc.).	27
Stories about churches and religion.	28
Automobile advertising.	29
Engagements, weddings, and "society" news.	30
Stories about clubs and organizations.	31
Stories about hunting and fishing.	32
Stories about spectator sports.	33
Stories about alternative life styles.	34

Table 11 -- Media Content Categories Ranking High and Low with 25-34 Year Olds

Content Cateogry	Rank
Consumer information (how to shop)	1
How-to-do-it articles	2
Stories about schools and education	3
Advertisements about products or events of interest to me	4
Stories about national events	5
Entertaining "feature" stories	6
Detailed background information on complex events	7
Photographs	8
Stories about local events	9
Gardening information	10
Stories about alternative life styles	25
Advice columns (Dear Abby, etc.)	26
Comics (funny papers)	27
Furniture and appliance advertising	28
Stories about participant sporst (golf, etc.)	29
Stories about spectator sports	30
Automobile advertising	31
Stories about hunting and fishing	32
Engagements, weddings and "society" news	33
Stories about clubs and organizations	34

Table 12 -- Media Content Categories Ranking High and Low with 35-44 Year Olds

Content Category	Rank
Consumer information (how to shop)	1
Stories about local events	2
Advertisements about products of interest to me	3
Detailed background information on complex events	4
Stories about schools and education	5
Stories about national events	6
How-to-do-it articles	7
Entertaining "feature" stories	8
Gardening information	9
Recipes and cooking hints	10
Stories about hunting and fishing	25
Furniture and appliance advertising	26
Movie reviews and schedules	27
Grocery advertising	28
Stories about clothing and fashions	29
Automobile advertising	30
Crime news	31
Stories about clubs and organizations	32
Stories about alternative life styles	33
Engagements, weddings and "society" news	34

Table 13 -- Media Content Categories Ranking High and Low with 45-54 Year Olds

CONTENT CATEGORY	Rank
Consumer information (how to shop)	1
Stories about national events	2
Stories about local events	3
Stories about schools and education	4
Detailed background information on complex events	5
Gardening information	6
How-to-do-it articles	7
Entertaining "feature" stories	8
Recipes and cooking hints	9
Editorials	10
Political news	25
Stories about hunting and fishing	26
Movie reviews and schedules	27
Comics (funny papers)	28
Furniture and appliance advertising	29
Automotive advertising	30
Crime news	31
Engagements, weddings and "society" news	32
Stories about clubs and organizations	33
Stories about alternative life styles	34

Table 14 -- Media Content Categories Ranking High and Low with 55-64 Year Olds

Content Category	Rank
Stories about local events.	1
Consumer information (how to shop).	2
Stories about national events.	3
Stories about schools and education.	4
Advertisements about products of interest to me.	5
How-to-do-it articles.	6
Stories about churches and religion.	7
Gardening information.	8
Detailed background information on complex issues.	9
Recipes and cooking hints.	10
Comics (funny papers).	25
Classified ads.	26
Stories about participant sports (golf, etc.).	27
Automobile advertising.	28
Furniture and appliance advertising.	29
Movie reviews and schedules.	30
Crime news.	31
Stories about clubs and organizations.	32
Engagements, weddings and "society" news.	33
Stories about alternative life styles.	34

Table 15 -- Media Content Categories Ranking High and Low with Over 65 Year Olds

Content Category	Rank
Stories about local events.	1
Stories about national events.	2
Stories about churches and religion.	3
Stories about schools and education.	4
Consumer information (how to shop).	5
Advertisements about products of interest to me	6
Gardening information.	7
Recipes and cooking hints.	8
Letters to the editor from readers.	9
Advice columns (Dear Abby, etc.).	10
Stories about camping, picnicking, etc.	25
Crime news.	26
Automobile advertising.	27
Stories about participant sports.	28
Stories about hunting and fishing.	29
Classified ads.	30
Engagements, weddings and "society" news.	31
Movie reviews and schedules.	32
Stories about clubs and organizations.	33
Stories about alternative life styles.	34